

## LONDON PAPERS TAKE TO IDEA OF INSURANCE

Circulation Increased Nearly  
a Million Among Four  
Papers Since 1921  
by Scheme.

INSURE LOST LAUNDRY  
Illness, Death, Accident and  
General Ill Fortune Are  
Also Covered by  
Policies.

By United Press.  
London, July 5.—London, and in fact  
all England, has gone newspaper-insur-  
ance mad.

The hard-working, ill-paid street labor-  
er, who a year ago thought no more  
about insurance than he did of Rosamond's  
French press, is today covered against  
illness, death, stolen laundry, falls and  
other accidents.

Let's go back to April 25, 1921. On  
his fateful morning, the "Daily Express,"  
one of London's penny newspapers, an-  
nounced to its public that any reader  
who took the trouble to sign a coupon  
with a certain specified news agent, would  
be paid the sum of 1,000 pounds sterling  
in the event of his, or his wife's death.

This started the great news insurance  
race. The next morning the Daily  
Chronicle countered with a similar propo-  
sition; but increased the 1,000 pounds to  
1,500.

Lord Northcliffe's Daily Mail, "rais-  
ed" to 2,000 next morning and within  
a week the Daily Mail and Daily Ex-  
press tied for top place with 3,500 pounds  
death insurance to regular readers.

The next stage in the great race came  
when George Cadbury, the cocoa mag-  
nate, entered the game with a compre-  
hensive accident and "all in" policy in  
his Daily News.

The four early entries in the newspaper  
insurance race became known as "The  
Big Four."

Newspapers sold like hot cakes. The  
four papers among them put on a cir-  
culation of nearly a million since Octo-  
ber of that year, with the result that  
today half the reading population of  
London orders the Daily Express, Mail,  
Chronicle and News delivered at their  
homes as a guarantee against death, sick-  
ness, accidents and general ill fortune.

At first, the insurance policies dealt  
only with death and accidents, but as  
time passed, things became more and  
more complicated. The papers vied in  
getting out the best insurance schemes  
and a new benefit every day.

One morning, for instance, the Daily  
Express announced that for measles, scar-  
let fever, mumps and whooping cough  
contracted by any member of a regis-  
tered readers' family, compensation of two  
pounds a week would be paid.

The Daily News fought back with  
"We insure your lost laundry"; the Mail,  
with train-wreck injuries, and the Daily  
Chronicle with a rent-paying scheme for  
the temporarily disabled.

Here are a few of the things against  
which these papers insure their regis-  
tered readers in the "illness" line: dip-  
theria, scarlet fever, whooping cough, ty-  
phoid, mumps, measles, chicken pox,  
smallpox, scurvy, anthrax, sunstroke,  
Shingles, tetanus.

The also insure against: death by fire,  
sea and accident, train wrecks, movie  
disasters, heart failure.

They compensate for: laundry loss,  
automobile crashes, loss of eyes, loss of  
limbs or feet; falls from trains.

To give an idea of the claims paid,  
the Express prints a list each day of the  
claims paid during the previous seven  
days, headed:

Fourteen thousand pounds paid since  
January 1—1,400 claims.

Other newspapers have paid in pro-  
portion.

**MAINLY ABOUT PEOPLE**

J. R. Howard went to St. Louis this  
morning on a short business trip.

T. E. Friedman, who has been visit-  
ing in Columbia returned to his home  
in St. Louis this morning.

Mrs. Reece Liggett went to Hallsville  
this morning, where she will visit her  
mother, Mrs. Alice Strange.

Mrs. W. H. Johnson, who has been  
visiting in Columbia for a few days, re-  
turned to her home in Mexico this morn-  
ing.

Mrs. S. M. Shock, who has been visit-  
ing her brother, Dr. G. W. Lawhorn,  
1207 University avenue, returned to her  
home in Centralia this morning.

Mrs. Ernest Cottingham, who has been  
visiting her daughters, Geneva and Fran-  
ces, who are attending the University,  
returned to her home in Clark, Mo.,  
this morning.

Mr. and Mrs. W. D. Beal left yester-  
day afternoon for Hannibal, where they  
will make their home. Mrs. Beal returned  
to Columbia Saturday from Albany, Mo.,  
where she has been visiting relatives.

Learn to  
**Dance**  
Phone  
Mrs. Jameson  
1102-Green

## Chinese Students of Journalism



Don D. Patterson and his class in Journalism at St. John's University, Shanghai, China. This is the first class in journalism on the continent of Asia. Mr. Patterson was graduated from the School of Journalism of the University of Missouri in 1917. He will return from China to Columbia this fall, having recently been appointed assistant professor of advertising in the School of Journalism to succeed Prof. Herbert W. Smith, who is on leave of absence.

## Among the People of This Vicinity

### New Franklin

Mrs. Mayday Geary celebrated in Boonville yesterday.

A baby daughter was born Sunday to Mr. and Mrs. W. J. Eno.

Misses Virginia and Jean Kingsbury were Boonville visitors Monday.

Miss Sham of Boonville spent Sunday with Robert Kingsbury and family.

Miss Bernice Davis has returned home from a visit with relatives in the country.

Mrs. Joe Gibbons and children are visiting her parents, Mr. and Mrs. C. E. Simpson.

Joe True returned to Rocheport yesterday after visiting his daughter, Mrs. Frank Eaton.

Little Sue Brooks was slightly injured in the eye yesterday by the explosion from a firecracker.

Misses Dixie Cross, Gladys Lee and Isabel Brooks attended the celebration of the Fourth at Boonville.

Mrs. E. R. Morrow and children and Mrs. E. R. King and children spent the Fourth at Boonville yesterday.

Miss Kate McGavock attended a family reunion at the home of Mr. and Mrs. S. H. Moore of Rocheport.

Miss Marie Hall returned to Warrensburg yesterday after a short visit with her parents, Mr. and Mrs. L. L. Hall.

Mrs. Ernest Crowley of Columbia returned home Monday evening after a short visit with her parents, Mr. and Mrs. Mat Isles.

Miss Anna Gieschen and Mr. and Mrs. R. C. Thompson and children, all of Kansas City, are visiting William Bethke and family.

Mrs. W. D. Wells and children returned yesterday evening from a visit with her parents, Mr. and Mrs. C. S. Hanna, of Boonville.

Mrs. Jesse McMellon and grandchildren, Dixie, Vance and Sidney Cross, have postponed their trip to Napa, Cal., because of the railroad strike.

Mrs. Lena Gray and son, Archie, Miss Theda Feary, of Columbia, and Miss Frances Hitt, of Idaho, spent Monday evening at the home of Mrs. Tabitha Clayton.

Miss Lydia Bethke, Mrs. Anna Thompson and children, Catherine and Thomas, Mr. and Mrs. E. O. Bethke and Mr. and Mrs. R. C. Thompson spent the Fourth at Tolbert's Lake.

Gene Todd and son, who were here to attend the funeral of his mother, Mrs. J. Walker Todd, have returned to their home in Flat River, Mo. They were

accompanied by his aunt, Miss Sally McCauley and his niece, Miss Jewell Todd.

### Rocheport

The Rocheport ball team was in New Franklin Sunday.

The new store building and bank are nearing completion.

Mrs. W. H. Ezell and children spent Sunday at Midway.

Raymond DeHaven is visiting in Fayette with his sister.

George Baysee shipped a car of cattle to St. Louis Sunday.

G. S. Flaughner and family spent the Fourth at Rock Bridge.

Mrs. McNabb is improving her property in the east part of town.

Frank Shippe and family spent the day Sunday in the country.

Miss Mildred Cook came Saturday to visit with Gertrude Flaughner for several days.

Mr. and Mrs. Roger Rawlins and Bob Rawlins were in Columbia one day last week.

Mr. and Mrs. G. S. Flaughner visited in Fayette Sunday with her brother, Ernest Brown.

Mr. and Mrs. S. H. Moore had for Sunday guests Mrs. George Kehr, Mrs.

Ora Rodgers, Miss Eula Evans, W. D. Brewer and Professor Dalley, all of Columbia.

Ernest Drake shipped two cars of cattle yesterday.

Miss Minerva Challis left Saturday to visit her sister, Mrs. James Young of near Columbia.

Miss Lydia Graves of Bellingham, Wash., is here to spend her vacation with her family.

T. J. Canole received a car of corn the last part of the week. It is to be used for making meal.

Miss Bess Angell and her mother, Mrs. W. F. Angell, and Mrs. Tom Turner were in Columbia Monday.

Henry Shippe and Hubert. Coats and Misses Lucile Brown and Evelyn Cowden spent the Fourth in Moberly.

Misses Marjorie and Mildred Bradner of Auburn, Neb., are here visiting with Mrs. Sallie and Eunice Bell.

Robert Smith and Gomer Lewis and Misses Velma Lewis and Elizabeth Shippe were in New Franklin Sunday.

Reynolds Lloyd returned Saturday from Columbia where he had been visiting his sister, Mrs. Ralph McCowan.

Mr. and Mrs. Philip Simpich and

**MONEY FOUND**  
Selling Old Magazines  
Phone 392 Will Call  
KLASS COM. CO.

## \$100.00 a week

as our general agent during  
summer vacation

We have two unusual propositions where-  
by you can make at least \$100.00 weekly.  
A postal will get you the details of plans.  
Your time for making money is short; why  
not make the most of it? Write today be-  
fore you forget it.

## Davis Products Co.

Dept. 10

Chicago, Illinois.

## What Will Columbia Do?

Will Columbia take a step backwards tomor-  
row by not voting for the park proposition or  
will she go forward and do as other cities of  
her class are doing, provide wholesome play-  
grounds for her children? Columbia should  
keep pace with the times, it cannot afford to  
do otherwise.

daughter, Mabel Frances, are spending  
the week-end with her parents, Mr. and  
Mrs. Rawlins.

Misses Grace Wiswall and Mary Adams  
Rawlins have been visiting in the coun-  
try the past week with Misses Rachel and  
Sue Pemberton.

Mr. and Mrs. W. R. Hartnell of Kan-  
sas City came Sunday to spend the week  
with F. C. Dimmitt and sisters, Miss Dixie  
and Mrs. Singleton.

Mr. and Mrs. O. Lloyd spent Sunday at  
Midway where they attended a basket  
dinner. Their daughter Helen and Misses  
Elizabeth Ridgeway and Lura Hall accom-  
panied them.

The colored population of this locality  
had a big barbecue and picnic Saturday  
at Rapps pasture. A ball game was the  
feature of the afternoon entertainment.

One of the Columbia team boys was  
hurt. The bones in his ankle were  
thought to be broken.

The daughter of Vincent Little of near  
Woodlandville was badly hurt last week.  
She was at the barn with her father when  
a team scared and ran backwards to the  
place where she was standing, pushing  
her up against the wall. Her right arm  
was broken. It was feared that she was  
more seriously hurt but she seems to be  
getting along nicely.

## LET US CLEAN YOUR RUGS THIS SPRING

Electric Carpet Washing Co.  
Phone 551 Phone 1280-Red

## Radio Dealers and Jobbers

The best tube and crystal  
radiophone sets on the  
market. A sensation to  
radio. The newest, most  
compact and efficient.  
Built entirely efficient.  
Must be seen to be ap-  
preciated. Also manufactur-  
ers of sockets, dials, etc.  
Write for descriptive mat-  
ter and best prices

CLINTON RADIOPHONE CO.  
Dept. 00, 29 S. Clinton St., Chicago, Ill.

## "Mother, Buy

The Same

Kind of Ice

Cream That

They Served At

Willie Jones'

Party

"They Make

It At The

Central Dairy

And Only

Pure Sweet

Cream Is Used

In The Making

"And There's

A Smile

In Every Spoonful"

Phone 819

## PIANO LESSONS.

By Ruth Flynn Patton. Graduate and  
Gold Medal Student of Christian Col-  
lege.

Phone 1103.

## Special \$1.00 Belts and Buckles for 50c

Any Size Desired.

## Vanity Fair

8 So. 9th

Dimitri Bros.

## TEACHERS

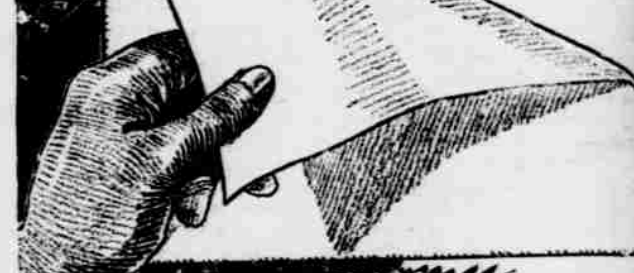
Do you want a position next fall? Let us help you locate one. Free  
registration. Enroll now—before school closes.

## Fisk Teachers Agency

1020 McGee St., Kansas City, Mo.

## WHY NOT PUT A WANT AD TO WORK FOR YOU?

Quick, Certain,  
Inexpensive



## DICTIONARIES

Students can now purchase the  
**Genuine Laird & Lee Web-  
ster School Dictionaries**  
The dictionary with the new words  
from

The CO-OP and Missouri Store

ENDORSED BY YOUR FACULTY

LAIRD & LEE, Inc., Publishers  
Chicago.

## The Difference in Advertising Is the Difference in Men

Of itself, advertising is little.  
And the differences in it are  
the differences which exist in  
men.

Just as some men are strong  
and virile and interesting, so  
is some advertising. And just  
as some men are ineffectual  
and weak and boring, so is  
some other advertising.

"Does it pay to advertise?" It  
pays those who are keen  
enough students of the pub-  
lic to make it pay them. It  
pays those men who are

truthful, sincere, interesting  
and believable.

It pays the men whose prod-  
uct deserves the payment,  
whose brains are keen enough  
to organize for success and  
judge enough of the human  
mind to know how to tell their  
story with sincerity and inter-  
est.

So when you judge advertis-  
ing, judge it by how it is used  
and by whom—not of itself  
and of itself alone.

Remember, an ugly man looks  
just as ugly in a mirror.

Published by the Columbia Evening Missourian, in co-operation  
with The American Association of Advertising Agencies.